

ANDREA MOLINA RANGEL

GRAPHIC DESIGNER | BRANDING & SOCIAL MEDIA CONTENT

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Creative designer with 5+ years of experience in graphic design, branding, and digital content creation. Specialized in visual identities, Meta and Google Ads creatives, social media content, landing pages, and audiovisual production. Strong ability to translate business goals into impactful visual solutions that increase brand visibility and lead generation. Available for immediate start.

KEY SKILLS

- **Design Tools:** Adobe Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Canva, PowerPoint
- **Audiovisual Production:** Reels, Video Editing, Motion Graphics, Social Media Content
- **Branding & Visual Identity:** Brand Development, Brand Guidelines, Rebranding, Corporate Design
- **Digital Marketing & Content:** Social Media Design, Meta Ads, Google Ads, Editorial Calendars, Content Strategy
- **Web & Digital:** Landing Page Design, Website Design, Responsive Design

PROFESSIONAL EXPERIENCE

Graphic Designer (Freelance) | Object Agency Santiago, Chile 10/2024 – 05/2026

- Development of visual identities and brand guidelines for real estate projects
- Creation of creatives for Meta Ads and Google Ads campaigns focused on lead generation and marketing goals
- Production of visual content and videos for social media, ensuring brand consistency across all touchpoints
- Management of editorial calendars and content for multiple clients, collaborating with marketing teams on digital strategy

Graphic Designer / Digital Creative | Multiservicios Austral Santiago, Chile 08/2024 – 10/2025

- Creation of complete visual identities for companies in gastronomy, retail, and construction sectors
- Production of Reels, promotional videos, and digital content for social media and advertising campaigns
- Design of graphic materials for websites, landing pages, and digital communication
- Planning and management of content calendars aligned with each brand's marketing objectives

Graphic Designer / Digital Creative | ND Sales Solutions Santiago, Chile 02/2021 – 07/2024

- Development of visual identities and corporate materials for real estate and construction projects
- Creation of creatives for Meta Ads and Google Ads campaigns oriented to lead generation
- Design of landing pages focused on client acquisition and conversion optimization
- Production of print and digital materials ensuring consistent brand visual identity
- Collaboration with commercial and marketing teams to align visual communication strategies

FEATURED PROJECTS

- **Margherita & KIOSCLUB** – Social media campaigns, video production and visual identity design
- **TryMeUp.io** – Website design and development focused on user experience
- **RS Impermeabilização & Liebherr (Mining sector)** – Presentations, brochures and planners for international trade fairs
- **Sarai Fit Coach** – Full branding and motivational content creation for social media
- **Dihuen Expansões** – Visual identity, logo and brand manual (Marca Chile certification)

EDUCATION & CERTIFICATIONS

- **Graphic Designer** | Instituto Profesional AIEP, Chile | 2024
- **Artificial Intelligence: From Zero to Advanced** – 2025
- **Creative Communication Strategies for Brands** – Platz1

LANGUAGES

- **Spanish:** Native · **English:** Intermediate · **Portuguese:** Intermediate (actively learning)